

4th WORLD BOOK FAIR

29 February-11 March 1980

PRAGATI MAIDAN Lal Bahadur Shastri Marg NEW DELHI

DIRECTORY



NATIONAL BOOK TRUST, INDIA A-5, GREEN PARK, NEW DELHI 110 016

1980 (1901)

Welcome to the 4th World Book Fair

In 1972 to mark the Unesco's International Book Year, India organised a World Book Fair. Following the subsequent decision to organise such a Fair every two years, a World Book Fair was held in New Delhi in January 1976 followed by another in February 1978 The present World Book Fair is fourth in the series

The Fair is being held in the Hall of Nations, Hall of Industries and the New Complex, all situated in the Fair Grounds (Pragati Maidan)

The total number of partsupants in this Fair (at 1M time of going to the press) is 490, with 66 of them from as many as 27 countries namely, UK, USA, USSR, Federal Republic of Germany, France, China, Yugolsava, Singapore, German Democratis, Republic, Kerny, Canada, Cechoslovakas, Bulgaria, Ghans, Indonesia, New Zealand, Syria, Binglandshi, Iriaq, Tanzania, Switzerland, Komania, Iran, Holland, Nigeria, Pakissia and the UN Agencies ILO, WHO, UNESCO, WIPO The Indian participants, come from various centres of the publishing industry in the country. These include publishing organisations in the privale section and the public vectors.

Fair Timings

The 4th World Book Fair is being inaugurated by the President of India at 4 p m on Friday, 29 February 1980. A commemorative postage stamp is also being released on that occasion.

The Fair will be opened to the public on the inaugural day at 6 pm. The Fair timings for the rest of the days are 130 pm to 8 pm on weekdays and 10 30 a m to 8 pm on 8 and 9 March which are holidays On Sunday. 2nd March, the Fair will be open only from 3 pm as the Indian (extivat of Holi will be celebrated in the torenoon on that day

Exclusive timings have been provided for librarians, teachers and members of the book trade who can visit the Fair on March 3, 4 and 5 from 10 30 a.m to 2 30 pm

Location of Participants

The participants are located in the Fair Complex as follow

Hall of Nations --Indian language publishers
Government institutions, Children's publishers, religious institutions, universities and law
publishers

Mezzanine -National Exhibit

Hall of Industries —General English publishers from India

New Complex —Foreign publishers with their affiliated organisations in India, and some others

National Book Exhibition

The National Exhibit displays 6000 selected books in Indian languages and English published in India since October 1977

Programmes during the Fair

An International Seminal on Publishing for Rural Areas in the Developing Countries will be held at the Fair Restaurant premises on March 1, 3 and 4, 1980. The Seminar is being organised with assistance from Unesco Other programmes during the Fair are

- Authors-Publishers Meet and the screening of filmsboth organised by National Book Trust, India
- Senunar on Book Distribution in India, G.R. Bhatkal Memorial Lecture organised by Federation of Publishers and Booksellers Associations in India
- 3 International Seminar on Marketing and Distribution of Books-organised by Federation of Indian Publishers
- 4 Conference regarding Hindi Book Publishingorganised by Akhil Bhartiya Hindi Prakushik Sangh
 - 5 All India Librarians Convention organised by Government of India Librarians Association
- 6 Seminar on Book Production -organised by Federation of Master Printers
- 7 Conference organised by Indian Library Association 8 Sixth National Convention of the Authors Guild

of India

Details of these programmes may be seen in the schedule of programmes given in this directory

4dmission

Admission to the Lain will be by takets which can be obtained from the counter at the entrance to the Fair Grounds at 50 paise for adults and 25 paise for children. Passes will be issued to the participants according to the critication. The passes will bear the name of the holders and are not transferable Admission will not be permitted against badges or name takets.

Complimentary passes will be issued to participants on the following basis

Normal Stand 2, Large Stand 2 Normal Stall 3, Double Stall 5 Triple Stall 6 Additional passes for the duration of the Fair can be had at Rs. 3 each

Book Bazaar

An open-air Book Bazaar will be held on the last three days of the Fair at which the books will be sold at substantial discounts.

At the regular stands and stalls also, it is expected that, as is usual in our national flarts, those participants who are entitled and willing to sell their books, will be doing so at the usual Fair discount of 10 per cent However, this is entirely up to the firms concerned it is not obleadory.

Film Shows

Three Hindi teature films which have won National Awards will be scenered at the Shakuntalam Theatre at 6 30 p.m. on 6,7 and 8 March 1980 The films are '27 Down', 'Maya Darpan', 'Tyagpatra' All the three films are sub-titled in English The admission to film shows is by invitation and basses.

Facilities/Services

Various public services, have been arranged at the Fair Grounds, See public telephone beech as prominent locations will be available to the public. There will also be a post office, a branch of Cantar Bank and a color of Mesors. Govern Fascels—our offical travel agent: who will also look a first the clearing and forwarding to convigiments to be increde from overseas in connection with the Can.

Hotel Accommodation Sight seeing

The Indian Tourism Development Corporation Ltd (ITDC), Jivan Vihai, 3 Patliament Street, New Delhi 110 001 (Tel. 310923), is the official agency

Complaints

For any general complaints please contact the Complaints Counter at the Fair Office

The Fair Directory can be obtained at the Information Desk for Rs 2

CONTENTS

General Information		111
Schedule of Programmes		VIII
Venue of Programmes		XVI
Book Fair Advisory Committee		XVIII
Fair Directory		XXIII
Section—I		1
Section -I-Annexure	•••	133
Section—II		137
Section—III		160
Advertisements		194
Index to Advertisers		289
Participants with Stand/Stall Nos		
Hall of Nations		291
New Complex		297
Hall of Industries		300

SCHEDULE OF PROGRAMMES

FAIR TIMINGS

Week days

Sundays & Holidays

2 March-Festival of

2 March-Festival of HOLI 3 00 p.m. to 8 00 p.m.

The Fair will remain open exclusively for librarians, teachers and members of the book trade on the mornings of 3rd, 4th and 5th March from 10 30 u.m. to 1.30 p.m.

29 February 1980 4 00 p m

Inauguration of the Fair by Shri N Sanjeeva Reddy, President of India

Presided over by Shri B Shankaranand, Union Minister of Education and Social Welfare and Health

Commemorative Postage Stump -Shii Bishma Narayan Singh, Union Munster of Parliamentary Affairs and Communications will present the stamp to the President for its release

200 pm

Executive Committee Meeting of the Federation of Publishers & Booksellers Association in India

1 March 1980

800 am to 115 pm

INTERNATIONAL SEMINAR Publishing for Rural Areas in the Developing Countries

(Organised by National Book Trust, India)

Welcome Address by Shri A L Dus, Chairman, National Book Trust, India, Address by Shri J P Natk, Chairman of this Seminar, 'Role of UNI SCO in Publishing for Rural Areis' -Address by Mrs M Chavalit, Unesco, Knatchi

Publishing for Rural Areas in Asia Case studies based on experience.

- Paper from India by Shri Sadanand Bhatkal, Popular Prakashan, Bombay
- Paper from Thailand by Dr Boonlert Supadhiloke, Thammasat University, Bangkok
- Paper from Indonesia by Mr Maman Suherman, Department of Education, Bandung

3 p.m. onwards

SEMINAR Book Distribution in India

(Organised by Federation of Publishers and Booksellers Association in India)

600 pm to 730 pm

GR Bhatkal Memorial Lecture

(Organised by Federation of Publishers & Booksellers Association in India)

2 March 1980

1 30 p m onwards

SEMINAR Book Distribution in India

(Organised by Federation of Publishers & Booksellers Association in India)

3 March 1980

8 30 a m to 12 45 p m

INTERNATIONAL SEMINAR Marketing and Distribution of Books

(Organised by Federation of Indian Publishers)

- 1) General Marketing and Book Clubs
- 2) Promotion and Distribution in the Home Market
- 3) Promotion and Distribution Internationally
- 4) Cooperation within the Publishing Industry

2 30 pm to 7 00 pm

INTERNATIONAL SEMINAR (Organised by National Book Trust, India)

Publishing for Rural Areas in Africa and Latin America.

Case studies based on experience

- 1) Paper from Africa by Di Samuel Cookey Nigeria
- 2) Paper from Latin America
- Preparation of reading material for the rural clientele with reference to reading habits, location of writers, incentives, facilities, feedback, etc. Paper by Dr. A. K. Jalaluddin, Directorate of Adult Education, New Delhi
- 4) Preparation of reading material for the rural clienticle with reterence to reading habits and the writing, language and freatment of the subject Paper by Mis Bernardino, Under Secretary-General, Ministry of Education, Manila
- 5) Production of books with reference to the rural press, its location, type of machinery and raw materal required, illustrations and designing Papers from Africa by Mi S A A Djoleto, Ghana National Book Development Council, Ghana and Mr Horace Etemes, Uzuma Press Ltd. Nairob

4 March 1980

930 am to 12,15 pm

INTERNATIONAL SEMINAR Marketing and Distribution of Books

(Organised by Federation of Indian Publishers)

- 1) Marketing to Elementary and Secondary Schools
- 2) Marketing Scholarly Books
- 3) Marketing University Books
- 4) Subsidiary Rights
- 5) Bookselling Training
- 2 30 pm to 7 00 pm

INTERNATIONAL SEMINAR

(Organised by National Book Trust, India)

- Distribution of books in rural areas through conventional and non-conventional channels Paper by D.N. Malhotra, Hind Pocket Books, New Delhi
- Public-Private Sector cooperation in Publishing for Rural Areas Paper by K C Beri, Hindi Pracharak Sansthan, Varanasi
 - Presentation of draft recommendations by the Chairman of the Seminar
 Discussions and adoption of recommendations
 Concluding remarks by the Technical Director
 Vote of thanks by the Administrative Director

Full day

Author-Publisher Meet (Organised by the Akhil Bhartiya Hindi Prakashak Sangh)

All India Library Convention -Topics of discussion "Documentation Services in Department Libraries" (Organised by Government of India Librarians Association)

5 March 1980

10 00 am to 1 00 pm

AUTHOR-PUBLISHER MEET (Hindi) (Organised by National Book Trust, India)

लेखक-प्रकाशक : समस्या और समाधान (आयोजक : नेशनल बुक ट्रस्ट, इंडिया) कार्यक्रम : 5 मार्च : 1980 प्रात: 10.00 बके

 आधारभूमि—कार्यक्रम का परिचय और अध्यक्ष से निवेदन —का० मैक्क समझ समी

- स्थालक के द्वारा कार्यक्रम की रूपरेखा और लेखको एवं प्रकाशको का परिचय — रमेश बक्ती
- 3 लेखको और प्रकासकों द्वारा समस्याएँ (संचालक द्वारा सहयोग)
- 4 प्राप्त लिखिव जिज्ञासाओ का समाधान
- 5 अध्यक्षीय भाषण

10 30 am to 1 00 pm (At the 1st & 2nd Committee

All India Library Convention—Topics of discussion "Documentation Services in Departmental Libraries" (Organised by Government of India Librarians Association)

9 30 am to 5 30 pm

Registeration of Delegates at ILA Office, Dell'i Public Library (Opp Delli Main Railway Station), S P Mukherice Marg, Dellii 110 006

(Organised by All India Library Conference, Delhi)

11 a m onwards

Award giving away functions & Meeting of the Executive Committee

(Organised by Federation of Indian Publishers)

2.30 to 5.30 p.m. (At Fheatre Shakuntalam and also Ist Committee Room)

All India Library Convention

(Organised by Government of India Librarians Association)

6 March 1980

10 30 am to 1 00 pm

All India Library Convention

(Organised by Government of India Librarians Association)

900 am to 700 pm

Seminar regarding Hindi Book Publishing

(Organised by Akhil Bhartiya Hindi Prakashak Sangh)

- Literary assessment of Indian language literature By Dr D S Aggarwal, Head of the Department, Granthalya Vigyan Vibhag, University of Delhi, Delhi
- Readers' reactions towards books published by public and private institutions. By Dr. Pandey Surajkant Sharma, Librarian, University Grants Commission.
- Problems of translation and selection of suitable books for translation under Aadan Pradan (Exchange of Translations) By Hans Kumar Tiwari
- New directions in Hinds publishing as an interaction of authors and their work By Shri Jawahar Chowdhury

- Assessment of readers point of view of the books which have been awarded the Jnanpith Award, as also their translations. By Lakshmi Chand Jain
- Problems and solutions of author-publisher relationship By Shri Raiinder Shankar Bhatt
- The role of translation—Aadan Pradan. By Shri Vimal Mishra
- The problems of translation Acidum Pradum By Shri Ramesh Chowdhury Arigpuri, All India Radio. New Delhi
- Selection of books for translation under --Aadan Pradan By Shri Manu Sharma, Varanasi
- Movement of dialeticism and problems with Indian languages By Shri Thakur Prasad Singh

6 मार्च 1980

प्रातः 9 बजे से साथ 7 बजे तक

- (अ० भा० हिंदी प्रकाशक सघ)
- (1) भारतीय मावा साहित्य का बांगमयात्मक नियंत्रक हैं।• डी.एस.अग्रवाल, विभागाध्यक्ष, ग्रन्थालय विज्ञान विभाग, दिल्ली विश्वविद्यालय, दिल्ली
- (2) सरकारी तथा गैर सरकारी संस्थाओं द्वारा प्रकाशित साहित्य के प्रति पाठकीय प्रतिक्रिया डा० पाण्डे स्रज्ञान्त शर्मा, पुस्तकालयाध्यक्ष, विश्वविद्यालय अनदान आयोग
- (3) प्रादान-प्रदान के संदर्भ में अनुवाद और अनुवाद योग्य पस्तकों के चयन की समस्या श्री हम कुमार तिवारी
 - (4) कृति तथा कृतिकार के प्रमाय से हिंदी प्रकाशन को क्या नई दिशा भिली ? श्री जवाहर चौधरी
- (5) ज्ञानबीठ पुरस्कार से भारतीय भाषाओं को जो कृतियां सम्मानित हुई हैं और जिनके हिंबी अनुवाद हुए हैं उनकी पाठकों की वृध्टि से क्या उपादेयता रही? श्री लक्ष्मीचन्द जैन
- (6) प्रकाशक-लेखक संबंध की समस्यायें और समाधान श्री राजेन्द्र शंकर भट्ट
- (7) आवान-प्रवान के संबंध में अनुवाद की भूमिका श्री विमल मिश्र
- (8) **आदान-प्रदान के संदर्भ में अनुदाद की समस्या** श्री रमेश चौधरी आरिगपूढी आकाशवाणी दिल्ली
- (9) आवाय-प्रदान के लिए उत्कृष्ट प्रत्यों की चयन समस्या और समाधान श्री भन शर्मा. वाराणसी
- (10) आंचितिकता का सांबोलन और भारतीय भाषाओं की समस्यायें श्री ठाकूर प्रसाद सिंह

10.30 a.m. to 1 p m

All India Library Convention—Topics of discussion "Documentation Services in Department Libraries" (Organised by Government of India Librarians Association)

11 00 am to 3 00 pm

Registration of Delegates outside Theatre Shakuntalam Pragati Maidan

(Organised by All India Library Conference, Delhi)

4 to 6 p m

Inaugural Session

(Organised by Indian Library Association)

630 pm onward

Screening of the film "MAYA DARPAN

7 March 1980

900 am to 130 pm

Seminar regaiding Hindi Book Publishing

(Organised by Akhil Bhartiya Hindi Prakashak Sangh)

- Problems of Audan Pradan vis-a-vis readers attitude
 By Dr Yugeshwar, Varanasi
- Standard works from Indian languages which ment translation. By Dr. Vishvanath Aiyar (Cochin)
- Drama As a medium for literary communication By Shii Bhanushankai Mehta
 Public mention formed to make a feet and a feet a feet and a feet a f
- Public reaction towards translations from Indian languages published in private and government publishing houses. By Shir Kshemchand Suman and Dr. Ssed Aad Ali.

7 मार्च 1980

प्रात: 900 बकी से 1.30 बजे तक

- पाठकीय मानसिकता के आधार पर मारतीय भाषाओं में आदान-प्रदान की समस्या डा॰ युगेश्वर-वाराणसी
- (2) भारतीय भाषा के ऐसे भानक ग्रन्थ जो अनुवाद की अपेक्षा रखते हैं डा० विश्वनाथ अय्यर (कोचीन)
 - (3) नाटक साहित्यिक सम्प्रेयम का माध्यम श्रीभानुसकर मेहता
- (4) विभिन्न सरकारी और गेर सरकारी सस्याओं द्वारा भारतीय भाषाओं को जिन पुस्तकों के अनुवाद प्रकाशित किये गये हैं उनके प्रति जन-मानस का सम्मान श्री क्षेत्रपन्द सुमन एवं डा, सैयद असद असी

10.00 a m. to 5.00 p.m

Sixth National Convention

(Organised by Authors Guild of India)

- 1) Annual General Body meeting of Authors Guild of India
- 2) General Body meeting of Authors Guild of India Cooperative Society

10 00 a,m to 5 00 p,m

Conference

(Organised by Indian Library Association)

- 1) Seminar on "Library Services for a developing society"
- 2) Presentation of working papers and discussion
- 3) Council meeting of the ILA Screening of the film "27 DOWN"

600 p ni onward

8 March 1980

900 am to 130 pm

Seminar regarding Hindi Eook Publishing (Organised by the Akhil Bhartiya Hindi Prakashak Sangh)

Ranka, Technical Director, Jaipur

- 1) Publishers role in the context of Aadan Pradon By Shri Vimal Dhar, Calcutta and Shri Abul Hasan, Delhi
- 2) Role of Newspapers and Magazines in the development of literature By Shij Sarveshwar Dayal Saxona, Delhi
- 3) Children literature in Indian languages. By Shri Balshori Reddy, Madras 4) Recommendations of the Seminar By Shri Champalal
 - 8 मार्च 1980

प्रात. 9.00 बजे से 1 30 बजे तक

- (1) आहान-प्रदान के संदर्भ में प्रकाशकों की असिका श्री विमल धर. कलकत्ता एव श्री अबल इसन. दिल्ली
- (2) भारतीय साहित्य के सम्प्रेचन में पत्र एवं पत्रिकाओं की समिका श्री सर्वेश्वरदयाल सक्सेना, दिल्ली
- (3) भारतीय मायाओं का बाल-साहित्य श्री बालशीरि रेडिड. मदास
- (4) गोळी की सस्तुतियों की प्रस्तुति श्री चम्पालाल राका. तकनीकी निदेशक, जयपूर

10 00 a m to 7.00 p m

Sixth National Convention

(Organised by Authors Guild of India)

- 1) Inaugural Function
- 2) Members' Resolutions
- 3) Authors' Relations with Publishers
- 4) Poet's Hour

10 00 am to 5 00 pm

Conference

(Organised by Indian Library Association)

- 1) Symposium on "The impact of rising prices of books on the development of Libraries"
- 2) Central Sectional Committee Meetings-- Presentation of Key Notes Papers by the Chairmen of the respective Central Sectional Committees & discussions
- 3) ILA General Body Meeting

10 30 am to 5 00 pm

SEMINAR Book Production

(Organised by Federation of Master Printers)

6 00 p m onward

Screening of the film "I'YAGPATRA

9 March 1980 930 am to 100 pm

Conference

(Organised by Indian Library Association)

- 1) Planning Session Presentation of Report and Recommendation of the Seminar and Symposium
- 2) Concluding Session of the Conference

10 00 am to 4 30 pm

Sixth National Convention

- (Organised by Authors Guild of India)
 - 1) "Women on Women"- -a literary discussion
- 2) A symposium "Fictionising History---Where do we draw the line?

VENUE OF PROGRAMMES

National Book Trust, India

- 1 International Seminar on 'Publishing for Rural Areas
 - in the Developing Countries'
 - (1 March 1980, forenoon)
 - (3-4 March 1980, afternoons) (Fair Restaurant)
- 2 Author-Publisher Meet (Hindi)
 - (5 March 1980, forenoon)
 - (Theatre Shakuntalam)
- 3 Screening of films
 - (6-8 March 1980, from 6 30 p.m. onwards) (Theatre Shakuntalam)

Federation of Publishers & Booksellers Associations in India

- 1 Executive Committee Meeting
 - (29 February 1980, 5 00 -7 30 p m)
- (1st Committee Room)

 2 G R Bhatkal Memorial Lecture
 - (1 March 1980, 6 00 7 30 p m)
- (Fair Restaurant)
 3 Seminar on Book Distribution in India
 (1-2 March 1980, afternoons)
 (Fair Restaurant)

Federation of Indian Publishers

- International Seminar on Book Distribution and Marketing (3-4 March 1980, forenoons)
- (Fair Restaurant)

 2 3 Award giving away functions & Meeting of the Executive Committee
 - (5 March 1980, full day) (Fair Restaurant)
- Authors Guild of India
- Sixth National Convention
 Annual General Meeting
 - (7-9 March 1980, full day) (New Complex)

Akhil Bhartiya Hindi Prakashak Sangh

Seminar regarding Hindi Book Publishing
 (6 March 1980, full day; 7 March 1980, forenoon)
 (Fair Restaurant) and (on 8 March 1980
 forenoon at the 2nd Committee Room)

2 Author-Publisher Meet

(On 4 March 1980, full day at the 1st Committee Room)

Government of India Librarians Association

1 All India Library Convention

(4 March 1980, full day, 5 March 1980, afternoon, 6 March 1980, full day) (Theatre Shakuntalam) (5 March 1980, full day; 6 March 1980, forenoon)

(1st Committee Room) Federation of Master Printers

Seminar on Book Production
 (8 March 1980, full day)
 (Fair Restaurant)

Indian Library Association

1 Conference

(7-9 March 1980, full day) (Theatre Shakuntalam)

Registration offices in the Building of Fair Restaurant Ground Floor Room No 1

Federation of Indian Publishers (From 1 to 9 March 1980) Federation of Publishers & Booksellers Association in India (From 1 to 2 March 1980)

Ground Hoor, Room No. 2 Government of India Library Association (From 4 to 6 March 1980)

Ground Floor Room No 3 Authors Guild of India (From 1 to 3 March 1980) Akhil Bharatiya Hindi Prakashak Sangh (From 6 to 7 March 1980)

FOURTH WORLD BOOK FAIR

ADVISORY COMMITTEE MEMBERS

Chairman:

Shri A L Dias Chairman

National Book Trust, India

Member Secretary

Shri G Venkataraman Director National Book Trust, India

Members .

- Shri H D Gulati
 Dy Educational Adviser
 Ministry of Education & Culture
 Department of Education
 Shastri Bhawan
 New Delhi, 110 001
- 2 Shri Abul Hasan Special Officer (Books) Ministry of Education & Culture Department of Education Shastri Bhawan New Delhi 110 001
- 3 Shri D N Saksena Dy Educational Advisor (Culture) Department of Culture Minstry of Education & Culture Shastri Bhawan New Delhi 110 001
- 4 The Director (CL) (XP) Ministry of External Affairs Government of India Shastri Bhawan New Delhi 110 001
 - 5 Shri H S Gupte
 Dy Director General (Publ
 Department of Foursm
 Government of India
 Transport Bhawan
 1 Parliament Street
 New Delln 110 001
- 6. Shri P N Kalra Deputy Secretary Ministry of Home Affairs Government of India Lok Nayal Bhawan Khan Market New Delhi

Shri V D N Rao
 Joint Director
 Trade Fair Authority of India
 Pragati Maidan
 Lal Bahadur Shastri Marg
 New Delhi 110 001

8 Shri M L Wadhwa Chief (Engg & Works) Trade Fair Authority of India Pragati Maidan Lal Bahadur Shastri Marg New Delhi 110 001

9 Shri L Prasad Dy Chief Controller of Imports and Exports Ministry of Commerce, Civil Supplies & Co-operation Department of Commerce Udyox Bhawan

New Delhi 110 011

10 Shri R C Puri
Public Relations Officer
Directorate General of Doordarshan
Copernicus Marg
Mandi House

11 Fhe Dy Principal Information Officer (Education) Press Information Bureau Shastri Bhawan New Delhi 110 001

12 Dr T N Hajela Deputy Secretary University Grants Commission Bahadur Shah Zafar Marg New Delhi 110 002 13 Sri Thambi Sriniyasan

New Delhi 110 001

Sales Manager Sahitya Akademi Rabindra Bhawan Ferozeshah Road New Delhi 110 001

14. Shri Ashok Srinivasan Editor (Publications) Indian Council for Cultural Relations Azad Bhawan Indraprastha Estate New Delbi 110 002

15. Shir R P Dhamija Director Publications Division Ministry of Information and Broadcasting Government of India Patala House New Delhi 110 001

- 16 Shri Madan Mitra Circulation Manager Ananda Bazar Patrika Ltd. 6 Prafulla Sarkar Street Calcutta 700 001
- Dr A Nanda
 Additional Director of Education
 Directorate of Education
 Old Secretariat
 Delhi 110 006
- Delhi 110 006

 18 Shri S D Trivedi
 Education Officer
 Municipal Corporation of Delhi
 Education Department
 Nigam Bhawan
 Kashmere Gate
 Delhi 10 006
- Shri S S Sarcen
 Dy Education Officer
 New Delhi Municipal Committee
 Education Department
 Town Hall
 Connaught Place
- 20 Shri H N Verma
 Director (CP & PR)
 Indian Posts and Telegraphs Dept
 Parliament Street
 New Delhi 110 001
- Shri P R S Brar
 Dy Commissioner of Police
 MSO Building
 Indraprastha Estate
 New Delhi 110 002

New Delhi 110 001

- 22 Shri P Dutta
 Dy Traffic Manager
 Delhi Transport Corporation
 Indraprastha Estate
 New Delhi 110 002
- 23 Shri G A Vazirani, Managing Director, Arnold Heinemann Publishers (India) Pvt Ltd AB/9 Safdarjung Enclave New Delhi 110 016
- 24 Shri O P Ghai Managing Director Sterling Publishers Pvt Ltd AB/9 Safdarjung Enclave New Delhi 110 016
- 25 Shri C M Chawla Managing Director UBS Publishers' Distributors Ltd.

5 Ansarı Road New Delhi 110 002

26 Shri Vinod Kumar South Asian Publishers Pvt Ltd. 36 Netaji Subhash Marg Darya Ganj New Delhi 110 002

27 Shri Jawahar Chowdhary Shabdakar 2203 Gali Dakotan

> Turkman Gate Delhi 110 006

28 Shri Vishwanath Rajpal & Sons Kashmere Gate Delhi 110 006

29 Shrı V N Chhabra

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Barakhamba Road
New Delhi 110 001

30 Shri Arun K Mehta Vice President (West) All India Federation of Master Printers C/o Vakil & Sons P Ltd 18 Ballard Estate Bombay 400 001

31 Shri D R Mankekar Secretary General Authors Guild of India C-44 Gulmohar Park New Delhi 110 049

32 Shri G S Khosla Treasurer Authors Guild of India D-103 Defence Colony New Delhi 110 024

33 Shri B L Bharadwaja Prosident Indian Library Association (Regd) C/o Delin Public Library S P Mukherjee Marg Delin 110 006

34 Shri Dhani Ram Secretary Government of India Librarians Association (Regd) C/o Central Secretariat Library Shastri Bhawan New Delhi [10 00] 35 Shri Devendra Sharma
Hony Secretary
Delhi State Booksellers' and Publishers' Association
C/o Students' Stores
Kashmere Gate
Post Box 1511
Delhi 110 006

36 Shri S V S Sastry Director of Programmes (PR) All India Radio Akashvani Bhawan Parliament Street New Delhi 110 001

FAIR DIRECTORY

The information given in Section-1 has been arranged alphabetically, by the names of the firms and other organisations participating in the Fair Since a large variety of designations are used to indicate more or less the same function, we have found it convenient to use only the following abbreviations, irrespective of actual designations:

FR The person representing the firm at the Fair with his designation

PUB: The head of the organisation

ED The head of the sales department

The head of the sales department

Section 1-Annexure—so as to make this Directory as complete as possible, the names received late have been incorporated in this annexure However, information that was received too late have not been included in this Directory In some cases we have not received full information and therefore we have not received full information and therefore we have given only as much information as was available with us

In Section—II of the Directory we have listed personnelly with a present and displaying the products not only of their own organisation but also of others, international and Indian, who may or may not be directly represented in the Fair. Under each entry is a list of publishers represented.

Section—III lists publishers represented at the Fair by agents, again alphabetically

We publish the dictionaries under the banner "NA-LANDA" Some of our best-sellers are Nalanda Vishal Shabd Sagar, Nalanda Adylan Kosh, and Nalanda Concise Dictionary. Showroom: 4123, Nat Sarak, Delhi 110 006

ABHINAV PUBLICATIONS

E-37, Hauz Khas, New Delhi 110 016 (Tel · 615991)

Abhinav started with a broad spectrum of subjects in 1972, presenting impressive titles on History, Literature, Art, Aesthetics, Economics and International Politics. For the last two years, Abhinav has been narrowing its focus on serious researches in Ancient History, Arthaeology, Social Sciences, Art and History and Philosophy of Art. The intercasing list of authors includes both the colebrates and newcomers. Abhinav values to the production, and believes that the professional sciences are also also the science in production, and believes that the professional science in production, and believes that the professional science in production, and believes that the professional science in the production of the production of

ABHISHEK PUBLICATIONS

3625, Sector 23D, Chandigarh 160 023

FR Bharat Bhushan, Sales Executive PUB S.L.M. Prachand

ED Sunil Kumar Chandna SALES. Bharat Bhushan

A young onterpreneur's enterpress, Abhabel, Publications, started in 1977 with an after-energency besseller The Popular Upurge and Fall of Congress. Till now published many prestigious titles including some reprints. Exclusive distributors for Nirlhar Pakashan (Hindi) and Manu India (English) publications. Total number of our titles (including agency) exceed fifty Good contacts with a number of publishers and distributors. Suppliers to institutional and state libraries throughout northern India. Well known as the largest stockrists of Hindi books in the area.

ACADEMIC PUBLISHERS

5A, Bhawani Dutta Lane, Calcutta 700 073 (Tel. 340936, 324697, Gms · ACABOOKS)

FR . S K Nag and K K. Mehra, Sales Executives

PUB . BK Dhur ED LK. Ghosh

SALES. B.L Dutta

Publishers of Accounting, Commerce, History, Indology, Literature, Management, Medicines, Philosophy and Research Publications and Monographs Also Publishirs' representative, Printers and Binders, specialise in

Section-1

A. MUKHERJEE & CO. (P) LTD.

2, Bankim Chatterjee Street, Calcutta 700 073 (Tel 341499, 341606)

FR . Representative of the Publishers and Book-

sellers Association of Bengal PUB Ms Javanti Chatteriee

Established in 1940 Publisher of textbooks and books of general interest in English and Bengali. We have so far published more than 700 titles

A.H. WHEELER & CO. (PVT.) LTD.

411, Suryakıran', 19, Kasturba Gandhi Marg, New Delhi-110 001 (Tel 352629, Telex 031-4003; Gms: BOOKSTALLS)

FR Suresh Mohindra, Branch Manager

V Kumar, Asst Manager

PUB PK Banerjee ED YP Chopra

SALES PK Banerice

Having come into being shortly after the emergence of the Indian Railways, the Company has been rendering a unique service in popularising valuable literature in all the major languages among the reading public of the country. With a long tradition of service to the counties millions of the travelling public the Company now have a vast net work of bookshalls and has come to acquire the status of a "National Institution" Representatives for a number of important and leading publishers. Has launched a programme to publish books on Accountancy, Economics, Eugineering, Management and Business Studies, Tavation, Technology, Science, etc. Also reprint books on Patrian Shorthand, Typewriting, Commerce, Business and Management, etc. Repd. & Head Office 15, Eliam Road, Allahabad-21 1001 (UP).

A.P. GOVERNMENT TEXTBOOK PRESS Mint Compound, Hyderabad

AADIESH BOOK DEPOT

7A/29, W E A , Karol Bagh, New Delhi 110 005 (Fel 564103, 221204)

FR Addiesh Kumar Jain, Partner PUB : Addiesh Kumar Jain

We are leading publishers of dictionaries since 1936.

art-pulls, distributor of Scala & George Thiems Verlag of West Germany and International Book Distributors of England.

ACADEMY OF LISLAMIC RESEARCH AND PUBLICATIONS

PB 119, Nadwa, Lucknow

ADARSH PRAKASHAN Chaura Rasta, Jaipur 302 003 (Tel 61771)

FR · Avinash Mittal, Manager

PUB A S Mittal ED : JC Kotia SALES. P. Mittal

Established in 1961 A leading educational publisher of Rajashian, publishes books on Commerce, Economics, Political Science and Zoology Interested in publishing of books on other subjects also Major publications have new revised editions every year. We have now also statted to publish general books. One of our Hindi books on stamp collecting received one International and two National Javasci.

ADVAITA ASHRAMA

 Dehi Entally Road, Calcutta 700 014 (Fel 442898, Gms VEDANTA)

FR : Swami Satyavratananda, Manager PUB Swami Ananyananda ED Swami Ananyananda SALES Swami Satyavratananda

Advata Ashrama is devoted to the propagation of the Universal asposts of Vedic Religion and Indian Culture as lived and demonstrated by Sri Ramakrishna and expounded by Swam Vivekananda. Its publications are mainly on the life and teachings of Sri Ramakrishna, Swam Vivekananda and Holy Mother Sarada Devi, in English and Hindi. It also propagates Vedanta through the publication of the major Upanishads, the Bhagavadgita, Brahma-Sutras and asviliary books on Vedanta, in original Sankirit with English rendering and translation of the commentaries on them.

AFFILIATED EAST-WEST PRESS PVT. LTD.

G-1/16 Ansarı Road, Daryaganı, New Deihi 110 002 (Tel: 279113; Gms: BOOKMAIL)

FR : S.D Sharma, Secretary
PUB · K.S Padmanabhan
ED Kamal Malik
SALES: S.D. Sharma

3

Publishers of higher level educational books in Pure and Applied Sciences, Humanites, Social Sciences and Applied Sciences, Humanites, Social Sciences and books of general interest. The marketing division of the company distributes books of several well known foreign and Indian publishers, including Van Nostrand Reminold, Collier Mammilian, Heydern & Son, Sassell, MIT Press, Sciences, Press. Regd. Office: 104 Nirmal Towers, Captain Sciences, Captai

AGAM PRAKASHAN

34, Community Centre, Phase 1, Ashok Vihar, Delhi 110 052 (Tel . 713395)

FR . Agam Prasad, Proprietor

PUB : Agam Prasad

Agam Prakashan Indological publisher and distributor. Has a sister concern in the name of Agam Kala Prakashan Specialised in publication of books on Art and Archaeology

AHLUWALIA BOOK DEPOT

9953/4, New Rohtak Road, P B 2507, New Delhi 110 005 (Tel · 566056)

FR Janki Nath Ahluwalia, Proprietor

PUB Janki Nath Ahluwaha

SALES Rakesh Kumar

Leading publishers in Urdu books written by prominent authors, whole-sale booksellers of all kinds of Urdu and Hindribrary books. Stockists and suppliers to schools colleges, Govt and public libraries in India and abroad

AIR INDIA

2nd Floor, Vandinana Building, Tolstoy Marg, New Delhi 110 001 (Tel 46462, 44058)

AJANTA BOOKS INTERNATIONAL

1-U B. Jawahar Nagar, Bungalow Road, Delhi 110 007 (Tel 221984)

FR S Balwant, Proprietor

PUB . S Balwant

SALES. Jashir Kaur

Started in January, 1976, Ajanta specialises in the publication of books on Indology and Social Sciences by distinguished Indian and foreign authors. It has also published books on Archaeology, Art, Culture, Sanskrit language and literature, Anuerin and Modern History, Politics, Sociology, Linguistics, Philosophy (Modern and Indian), Education and will add more valuable tittles in the near future. Having launched a few publications on Marxism and Aesthetics, and progressive literature. Ajanta deals in Indian hardbound publications, having a range of books published in all parts of India. It has also started its export and import units. Any type of trade enquiry welcome from India and abors.

ALEKH PRAKASHAN

V-8, Navin Shahdara, Delhi 110 032 (Tel . 204331)

FR Umesh Chand, Proprietor

PUB : Umesh Chand

Publishing of general books in Hindi

ALL INDIA EDUCATIONAL SUPPLY CO. Sri Ram Building, Jawahar Nagar, Delhi 110 007

FR . Atul K Gupta, Sales Lxecutive

PUB : R D Aggarwal
ED . Sunil K Aggarwal
SALLS Rahul Aggarwal

Estd in 1944 Publishers of Maps & Charts We are the only Publishers of Indian Paleography Charts

ALLIED BOOK AGENCY

18/A Shyama Charan De Street, Calcutta 700 073 (Tel 341815)

FR Representative of the Publishers & Book-

PUB Burendra Kumar Sarkar

LD Subhakar Chattopadhyaya

SALES U.K. Tewari

Publishers and booksellers of school and college textbooks in English and Bengali besides books on Management and Medical Books in English Northern Regional Office CI18 Hauz Khas, New Delhi 110 016

ALLIED PUBLISHERS PVT. LTD.

13/14, Asaf Alı Road, New Delhi 110 002 (Tel 275001-2, Gms FOLIÓ)

FR R N Sachdev, Chairman, Managing Director PUB · R N Sachdev

SALES: Satya Pal

Publishers of academic and scholarly books in the humanities and social sciences, dictionaries and journals Original and reprint publishers of school and college level text-books Wholesale stockists and distributors for leading publishers. British. European, American and Asian, with a range extending from fiction and nonfiction for all ages, encyclopaedias and reference books, to advanced studies in highly technical disciplines. Subscription agents for journals Exporters of books from India. Quality printers, with photo-composing unit and a large capacity officet press. Registered Office: 15 J.N. Heredia Marg. Ballard Estate. Bombay 400 038. Other brancher at Calcutta, Hyderabad, New Delhi, Madras and Bansalore.

ALLORA PUBLICATIONS

923, Hakikat Rai Marg, Darya Ganj, New Delhi 110 002 (Tel . 275870)

FR Deepak Kumar Goswami, Proprietor

PUB Deepak Kumar Goswami

ED C Couel

SALES Deepak Kumar Goswanii

Established in 1974, Allora Publications has gained rapid progress in the last 5 years. In the early years, for organisation served as an agency for distribution of books as well as publication of children's dictionaries. This was followed by informative books. In 1978, the organisation published three general books which were widely acclaimed. We published a very topical book. Politics of Survival—Fall of Janata Government in 1979. The olant his wear is to publish ten books.

AL ZAHRAA NEW BOOKSHOP

Salhieh St., P. B. 2858, Damascus, Syria (Tel. 220723)

FR : M Riad Kassab, Proprietor

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AMERIND PUBLISHING CO. PVT. LTD.

N-56, Connaught Circus, New Delhi 110 001 (Tel. 44957, 40106, Gms INDAMER)

FR : Mohan Primlani, Director

PUB . Mohan Primlani and G M Primlani

ED . Ms IV Ramchandani

SALES: GC Saharwalla

Publishers of advanced books in the Sciences, and specialists in translations of scientific works of the USSR, Germany, Japan, etc.

ANANDA PUBLISHERS PVT. LTD. 45, Beniatola Lane, Calcutta (Tel: 344362)

FR Representative of the Publishers and Book-

sellers Association of Bengal

PUB : P.B Deb ED · D.N. Basu SALES: R.K. Sarkar

Publishers of Bengali general books We have published nearly 500 titles till today Now we are entering into English publishing Sales Counter · 67 A, Mahatma Gandhi Road, Calcutta 700 009

ANDHRA UNIVERSITY Waltair 530 003 (Tel 3324, Gms UNIVERSITY, WALTAIR)

FR . G Madanaraj, Director

S.P Embar PUB M Gopulakrishna Reddy SALES G Madanaraj

The Andhra University was started in 1926. The printing of the first A.U. Publication started in 1928. Andhra University has been publishing books on Languages, and Literature, Humanities and Sciences, which are writen by specialists, and so far 154 series have been published in 1962 the Andhra. University started its own Press and Publications Unit and since the three has been a lot of development in printing and sale of publications. Braides this, University has also been participating in the book exhibitions held at important towns and also opened sales counters at every seriniar and conference held at this University. The University Grants Commissions has released grants to the University, amongst very few other universities, for publishing research books.

ANTHROPOLOGICAL SURVEY OF INDIA

27, Jawahariai Nehru Road, Calcutta 700 016 (Tel 239726, Tix 212093, Gms ANTHROPOS)

FR M Das, Publication Officer PUB · H K Rakshit

The Anthropological Survey of India is primarily concired with advanced research in the broad field of physical and cultural anthropology and such collateral disciplines as injuguistics, psychology, bno-chemistry and human ecology. The results of researches conducted by the Survey are published regularly in the form of bulletins, memoris, occasional publications, language series, linguistic series, folklore series. The Survey publishes research materials in regional languages in an effort to disseminate anthropological knowledge among the Indian public Interested scholars, research institutions and anthropology departments may obtain a copy of the survey price list on request

ARCHAEOLOGICAL SURVEY OF INDIA Janpath, New Delhi 110 001 (Tel 382121, Gms ARCHAEOLOGY)

FR H Sarkar, Director (Publications) SR Varma, Sales Promotion Officer PUB BK Thapar SALES SR Varma

Archaeological Suivey of India established in 1861, engages, isold in the preservation of national monuments and sites, explication and excavation of ancient sites, explication and excavation of ancient sites, chemical preservation of sculptures, monuments and other works of art, engagnical research, maintenance of archaeological sites and museums Besides this Survey publishes. Aneiro India, India Archaeological Survey of India, An Archaeological Survey of Temples verse, Excavation reports, Guidebook of monuments of various importance, I prapha India, Annual report on Indian Expertipath, South Indian Inscriptions, Corpus Inscritonium India arm volumes, Leptapha India, Analor and Persian supplement and picture postscards of various places in black and white as well 5 in colour

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16, Golf Links, New Delhi (1c1 873470)

FR F C Tara, Manager PUB Ms Geeta Kumar ED D Kumar SALES D Kumar

Established in 1978 for publishing illustrated pictorial booklets under the name Adaruk Chirra Ratha on Indian culturs, and heritage both in English and Hindi languages. So far we have published 22 titles. The booklets are receiving demand from all parts of India. We also publish Yaria Vidas (Educational) series for Trummla Trupata Devishbrianny, Tunquita (A. p. in Paglish and Telugu

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FR Maninder Singh, Sales Manager PUB GA Vazirani ED Ms Kaushiki Sen Varma

SALES P Taneja

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ARYA BOOK DEPOT

30 Nat Wala, Karol Bagh, New Delhi (Tel 561221)

FR . S P Gupta, Partner PUB · Man Singh Gupta ED Naveen Gupta SALES S P Gupta

Wholesale Booksellers, Publishers, Library Suppliers and Stationers Specialisation in school and college text books, children books, books on education, Hindi literature, stockist of all the Granth Akademics, N CERT books, Publication Division and National Book Trust publications

ASHISH PUBLISHING HOUSE

H-12, Rajouri Garden, New Delhi 110 027 (Tel: 587316, 564319)

FR Gopal Sharma
PUB S B Nangia
ED S B Nangia
SALES Gopal Sharma

We started publishing books about 5 years ago So far we have 30 publications to our credit. We invite manuscripts from new authors. Our special interests are history, political science, economics, education, biography and public administration. We plan to bring out 15 books every year.

ASIA PUBLISHING COMPANY

A/132-133, College Street Market, Calcutta 700 007 (Tel 342386)

FR Mrinal Dutta, Proprietor
PUB Mrinal Dutta
ED Gita Dutta
SALES Ashim Mukheriee

We have been carrying on business as a publishing concern since 1954 of school textbooks but in a few years time we extended the scope of our firm to publishing Juvenile Piction, Juvenile Literature of all classes and also books in general In recent times we have undertaken to publish a series of World Classics for children to celebrate the International Children's Year and also our silver jublice year in publishing trade

ASIAN BOOK MARKET INFORMATION SERVICE 6/77 WEA, Ajmalkhan Road, New Delhi 110 005 (Tel 562495)

FR Kunnuparampil P Punnoose, Executive Consultant

PUB Ms Santhamma Punnoosc

SALES KK Sebastian

An independent subsidiary unit of Literary Market Review, specialises in providing information on English language book market, book import trade and rights market in the Asian countries ABMS services include constillancy, survey, market research, promotion, exhibitions, direct mail, list compilation and rental, etc. ABMS Newsletter proudes authentic, comprehensive and uptodate news and research reports on publishing and book import trade in the Asian countries Literary Market Review (estid. 1975) is a trade journal specialising in promoting forcigo books in India

ASIAN PUBLICATION SERVICES

4837/24, Ansarı Road, Daryaganı, New Delhi 110 002

A proprietary concern publishing books on Philosophy, Religion, Linguistics, Sociology, Indology, Gandhism and International Relations. Also exporting books to various countries.

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PUB . Ved Prakash Mittal

ED D K Mittal SALES Satya Prakash Mittal

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PUB · C.P Chaudhra

SALES. Subhash Gupta

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(Tel: 563069)

FR : Ms. Sharda Paul, Sales Director

PUB : Ravinder K Paul ED : Ashok Kumar SALES: Ms. Sharda Paul

Estabhished in 1965 with its aims to publish books of unportance for higher education and research, specialised in the field of art, history, politics and current affairs, economics and planning, sociology, philosophy, literature and public administration. The imprint of Associated has created an impact in its own way in the publishing world over these years by bringing out publications with a joint imprint with foreign publishers

ASSOCIATION OF INDIAN UNIVERSITIES Rouse Avenue, New Delhi 110 002 (Tel: 276504, Gms UNI BOARD)

FR . Amrik Singh, Secretary

PUB · Amrik Singh

The Association of Indian Universities established in 1925 has inter-alia been disseminating information about higher education, structure, systems, programmes, etc. A voluntary organisation of the universities, it provides a forum for exchange of views on matters of common interest. As a service agency the Association has been cutristed with various responsibilities including publication of books, newsletters, etc. The publication programme of the AIU includes: Universities Handbook of compendium of all universities in the country, Handbook of Medical Education giving information on admission procedure in Indian medical colleges, Bibliography of Decioral Dissertations, Research Publications, University News, a fortrightly chronicle of higher education and research

AVADH PRAKASHAN

15/251, Shaheed Bhagat Singh Marg, Agra 282 002 (Tel: 61591)

FR : O.P Agarwal, Partner A.K. Mittal, Manager

PUB : O.P. Agarwal

Established in May 1976, with the express view to publish well studied literature to cover the field of various competitive examinations conducted by the UPSC and other carmining Boards, vz. Defence, Railways, Banks, etc. We started with 12 publications which have grown to 50 now having a wide circulation throughout the country the books serve as useful chaustive guides to the examinees. The publication of the country has considered a publication Ever Latest General Riowledge has sentered its suxth dealion. The publication of a monthly magazine entitled Career Planning is now underway with the availance of experienced educationship.

A-VON BOOK COMPANY

Top Floor, 60, Darya Ganj, New Delhi 110 002

FR Sunil Nagpal, Proprietor

PUB Suni Nagpal

ED . Surinder Sharma SALES Sunil Nagpal

Publishers and booksellers specialised in children's books, fiction and general books

AYAN

73, Mahatma Gandhi Road, Calcutta 700 009

FR . Representative of the Publishers and Booksellers Association of Bengal

PUB Amal Gupta

Publishers of general books in Bengali --short stories, essays, biographies, children's literature

AUSSTELLUNGS-UND MESSE-GMBH DES BOR-SENVEREINS DES DEUTSCHEN BUCHHANDELS (Fair and Exhibition Organisation of the Publishers and Booksellers Association), Kleiner Hirschgraben 10/12, 6000 Frankfurt am Main 1, (Tel 2002-1, Tix 416265 buchm d, Gms BUCHHESSE)

FR Ulrich Bechler, Head, International Department PUB Peter Weidhaas

A joint exhibit of 1,400 title, in the fields of science, technology, Germin literature in English translation, Indidogy by 200 publishers of the Federal Republic of Germany organised by the Ausstellungs-und Messe-GmbH—The Publishers and Booksellers Organisation of the Fed Rep. of Germany

B. CHAND & SONS (EDUCATIONAL PUBLISHERS) 9/4, Patuatola Lane, Calcutta 700 009 (Tel: 344708; Gms: LEVERFILE)

FR • Representative of the Publishers and Booksellers Association of Bengal

PUB : Tapan Kumar Das

B.D. KATARIA & SONS

Opp Clock Tower, Ludhiana (Punjab) (Tel . 21107)

FR . Verinder Kataria, Partner PI/B Verinder Kataria

Publishers of quality Engineering books

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54, Janpath, New Delhi 110 001 (Tel 321211, 320 973; Tix 031-2998 BI IN, Gms TRIPLEKEY)

FR Bikram Grewal, Regional Manager

PUB K P Churamani

B I Publications are one of the bugest distributors and wholesalers in the country of imported and medical books, with four branches and a network of Resident Representatives in all major cities Books distributed by them range from post-doctoral medical texts to the Evourite Tin Tin and Asterix Branches. Bombay, Calcutta, Madray, Delhi

BAHRI PUBLICATIONS PVT. LTD.

57, Sant Nagar (near East of Kailash), New Delhi 110 065

FR R Ramachandran, Sales Executive

PUB US Bahrı

ED . M P Jain

SALES R Ramachandran

Bahri Phe company specialises in the progagation of linguistic thought through gublications in linguistics, applied linguistics, language teaching, educational technology, English and Indian Interatures, besides publishing two International journals namely Indian Journal of Applied Linguistics (half-yearly) and Language Forum (quarterly)—both started in 1975 In addition publications on Religion. Sich History and Philosophy, Education, Political Science, History and Sociology have been undertaken recently While the major thrust would remain on linguistics, publications in other subjects are welcome from all over the world

BAL SAHITYA PRAKASHAN

D-162, Kamla Nagar, Delhi 110 007

We specialise in children's literature and also bring out Child Souvenirs. We award prizes and also arrange debates etc. for children. Through our publications we impart moral education to children

THE BANGALORE PRINTING & PUBLISHING CO. LTD.

88, Mysore Road, Bangalore 560 018 (Tel: 601638; Gms: MUDRASHALA)

FR : Sumatheendra Nadig, Senior Executive

PUB · H. Ramaswamy

ED · Sumatheendra Nadig

SALES: PR Ananda Rao

The Bangalore Printing & Publishing Co Lid was started in the year 1916 on the advise of Sir M Vissewsman The company 1916 on the advise of Sir M Vissewsman Sir December 1916 on the company to the company and Cooperative Liw It is also well known for its calendars and duaries. The publication wing is called Bappop Publications Bappoc has recently taken up publication both in Kannada and English Branch press: Statue Souare, Mysore 570 001 (Tel : 20735).

BOOKS FROM BANGLADESH

C/o High Commission of Bangladesh, 56, Ring Road, Lajpat Nagar III, New Delhi 110 024

BANI PUBLICATIONS

30. Pataldanga Street, Calcutta 700 009 (Tel : 352901)

R • Representative of the Publishers and Booksellers Association of Bengal

PUB · Saktı Sadan Bhattacharyya

ED : Sivasadhan Bhattacharjee SALES. S.R. Mukherjee

One of the leading publishing concerns devoted to the publication of classical and modern literature on Oriental Services, Indology, Philosophy, Religion, Astrology and allied subjects Also publishes; journals in the fields of Applied Astronomical Futurology and Astrology There is a section dealing with translation and publication of Ancient Sanskrit Texts in regional languages and English The firm encourages research work in the above fields, and as a result, has brought forth outstanding original works like The Language and Scripts of Ancient Indian by H.K. Bhattacharyya, The Hindai Theory of Cosmology by S.S. Bhattacharye Bharga Sutram by TB Guba, and other titles on similar subjects The firm has no other branches

BHAIMI PRAKASHAN

537, Lajpat Rai Market, Delhi 110 006 (Tel · 269032)

FR Patanjali Kumar Bhatia, Proprietor

PUB · Patanjalı Kumar Bhatja

ED : Bhimsen Shastri

Bhami Prakashan has a big plan to publish research work and scientific commentaries on Sanskrit grammer, In this series it has published 'Bhaimi' Vyakhya of Laghu-Siddhanta-Kaumudi by Dr. Bhim Sen Shastri, which is unique and first of its kind. This is a detailed and scientific exposition. Two voluminous parts have been out and part III and IV are in the press. It has just published A Study of Nyasa, a research work on Nyasa, the earhest known commentary on Siddhant-Kaumudi and Kashika and critical editions of some of the famous Non-Paninian grammers.

BHAKTIVENDANTA BOOK TRUST

Iskcon, Hare Krishna Land, Juhu, Bombay 400 049 (Tel: 566860, 579373, Tix: 114964 ISKN IN; Gms. ISKCON)

Poornabrahma Das, Manager Gonal Krishna Das

· Gopal Krishna Das SALES N Narayan

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BHARAT BOOKS AND PERIODICALS RHARATI SAHITVA SADAN SALES

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30/90, Connaught Circus, New Delhi 110 001 (Tel .343557)

Padmesh Datt, Partner

distributed in a 10-year span.

PUB : Padmesh Datt ED Yogendra Datt

Established in 1946 with the purpose of publication and distribution of literature based on Indian culture. Running a monthly magazine named Shashwat Vaani for research in Indian history. Indian culture and Indian values and their propagation. So far more than 200 titles have been published consisting of books on politics, Indian metaphysics, criticisms, commentaries of old scriptures, and novels.

BHARATIYA JNANPITH

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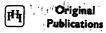
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Kerala Sahitya Akademi, Trichur,	
Kerala	257, 258, 259
Kerala Sangitha Nataka Akademi,	
Trichur, Kerala	257, 258, 259
Kerala Sastra Sahitya Parishath,	257 250 250
Trivandrum, Kerala	257, 258, 259 275
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New Delhi	243
Modern Book Agency Pvt , Ltd , Calcutt	a 265, 267, 272
Mukul Prakashan, New Delhi	217
N.M Tripathi Private Ltd , Bombay	231
National Atlas & Thematic Mapping	
Organisation, Deptt of Science and	
Technology, Calcutta	233
National Book Agency Pvt Ltd.,	
Calcutta	265, 267, 272
Natik Shiksha Dharmartha Trust, Delhi	
National Book Trust, India, New Delhi	221, 261
National Museum, New Delhi	243
National Productivity Council, New	224
Delhi	226 108
National Publishing House, New Delhi Navyug Publishers, Delhi	251
Naya Prokash, Calcutta	265, 267, 272
Neeta Prakashan, New Delhi	201, 207, 272
Nirmal Book Agency, Calcutta	265, 267, 272
Office of the University of Kerala,	200, 201, 212
Trivandrum	215
Orient Book Co., Calcutta	273
Pai & Company, Ernakulam, Kerala	257, 258, 259
Panchsheel Prakashan, Jaipur	134, 135, 136
	137, 138, 139
Panima Educational Book Agency,	
New Delhi	277
Parag Prakashan, Delhi	159, 160, 161
Pearl Publishers, Calcutta	265, 267, 272
Popular Library, Calcutta	265 267, 272
Prabhat Prakashan, Delhi	175
Prabhath Book House, Trivandrum,	
Kerala	257, 258, 259
Prakashan Sansthan, Delhi	209
Prakash Bhaban, Calcutta	265, 267, 272
Praveen Prakashan, New Delhi	115
Prayer Books, Calcutta	265, 267, 272
Presidency Library, Calcutta Publication Board, Assam	265, 267, 272 268
ruoncanon nome, Assant	200

	Numbers
Publications & Information Directorate	
(CSIR), New Delhi	228
Publication Bureau, Chandigarh	212
Publications Division, Ministry of	
Information and Broadcasting, New	
Delhi	237
Public Relations Department, Govt of	
Kerala, Trivandrum	257, 258, 259
Publishers' & Booksellers' Association	,,,
of Bengal, Calcutta	265, 267, 272
Pune Vidyatathi Griha Prakashan, Pune	
Punjab State University Textbook	
Board, Chandigarh	213
Punjabi University, Patiala	214
Purvodya Prakashan, New Delhi	210
Puthipatra, Calcutta	265, 267, 272
Radhakrishna Prakashan, New Delhi	170
Radhasoami Satsang Bons, Amritsar	180
Rujasthan Educational Department,	
Jaipur	134, 135, 136
	137, 138, 139
Rajkamal Piakashan, New Delhi	169
Ranjeesh Foundation Limited Pune	206
Rajpal & Sons, Delhi	107
Ramikrishna Vedanta Math, Calcutta	181
Rashitiya Sanskrit Sansthan, Delhi	264
Ratan Prakashan Mandii, Agra	117, 118, 119
Regal Book Depot, Delhi	151
Rishabh Charan Jain Evam Santati, New Deihi	168
Sadhana Pocket Books, Delhi	142
	236
	133
Sahitya Niketan, Kanpur	128
Sahitya Ratnalaya, Kanpur	163
Sahithya Prayarihaka Co-operative	105
	257, 258, 259
Samayık Prakashan, New Delhi	164
Samkaleen Prakashan, New Delhi	111
Samrij Prakashan	145
	124
Saraswat Library, Calcutta	265, 267, 272
	200
Sarvadeshik Arya Pratinidhi Sabha,	
	149
	265, 267, 272
	199
	184, 185
	165
	103
	265, 267, 272
Shakun Prakashan, New Delhi	192

Stand|Stall

	Stand/Stall
	Numbers
Shakuntala Kala Niketan, Delhi	100
Shanu Paperbacks, Delhi	154
Sharda Prakashan, New Delhi	156, 157, 158
Shiva Lal Agarwala & Co., Agra	129, 130
Shivira, Naya Shikshak Education	
Department, Bikaner	140
Shree Baidyanath Ayurved Bhawan	
Ltd , Nagpur	176
Shree Saraswati Sadan, New Delhi	113
Siddiqui Ishaat Ghar, New Delhi	246
Sri Aurobindo Books Distribution	162, 179
Agency, Pondicherry Star Publication (P) Ltd , New Delhi	173
State Council of Educational Research	173
and Training, Bhubaneshwar	269, 270, 271
State Institute of Languages, Kerala,	209, 210, 211
Trivandrum	257, 258, 259
Subodh Pocket Books, New Delhi	101
Suruchi Sahitya, New Delhi	153
Survey of India, New Delhi	238
Surya Prakashan, Delhi	150
Swastik Prakashan, Agra	125
Familnadu Textbook Society, Madras	260
Taxshila Prakashan, New Delhi	203
Telugu Akademi, Hyderabad	256
Thakur Prasad & Sons, Varanası	114
The Theosophoical Publishing House,	
Madras	194
Touring Book Stall, Kozhikode, Kerala	257, 258, 259
The University of Burdwan, W Bengal	265, 267, 272
Upkar Prakashan, Agra	131, 132
Urdu Publishers, Lucknow	254
Uttar Pradesh Hindi Sansthan, Lucknow	191
Uttar Pradesh Urdu Akademi, Luck-	255
now Vak Sahitya Pvt Ltd , Calcutta	265, 267, 272
Vanathi Pathippakam, Madras	248
Vani Prakashan, Delhi	177
Venus Press & Book Depot, Konni,	***
Kerala	257, 258, 259
Vidya Prakashan Mandir, New Delhi	102
Vidyarambham Press & Book Depot,	
Alleppey, Kerala	257, 258, 259
Vidvarthi Mithram Book Depot,	,
Kottayam, Kerala	257, 258, 259
Vinod Pustak Mandir, Agra	121, 122
Vir Sewa Mandir (Regd Society), New	
Delhi	204
Vishal Sahitya Sadan, Delhi	207
Vishy Vijay Prakashan, New Delhi	126
Visva Bharati Publishing Department,	
Calcutta	265, 267, 272

NEW COMPLEX

Stall Numbers: 301-393

400-443
Stand/Sta

Aadısh Book Depot, New Delhi	440
Ahluwalia Book Depot, New Delhi	401
Air India, New Delhi	363
Al Zahraa Publishing House, Syria	373
All India Educational Supply Co.	
Delhi	437
Amerind Publishing Co Pvt Ltd	
New Delhi	406
Ashish Publishing House, New Delhi Asia Publishing House, New Delhi	410
Asian Publishers, Muzaffar Nagar	380 417
Associated Publishing House, New	417
Delhi	41.6
Association of Yugoslav Publishers	415
and Booksellers	353
Ausstellungs Und Messe-Ghbh, Frank-	333
furt	145, 346, 34
Bangalore Printing & Publishing Co.,	
Bangalore Printing & Publishing Co.,	423
Bhaimi Prakashan, Delhi	403
Bhargaya Book House, Agra	405 A
Bishen Singh Mahendra Pal Singh,	405 A
Dehra Dun	407
Blackie & Sons Pvt Ltd , Bombay	315
Books from Bangkok	368
Books From Bangladesh	387
Books From Czechoslovakia	362
Books from Nepal	306
The British Council Division, British	300
High Commission	311
Buchexport, GDR	302
Burke Publishing Co. Ltd . London	320
Butterworth & Co (Publishers) Ltd.	320
England	308
Chronica Botanica Co , New Delhi	400
Collier Macmillan International, Inc	400
New York	322
The Copyright Agency of the USSR	J
(VAAP), Moscow	352
Croom Helm Ltd , London	317
Dastane Ramchandra & Co , Pune	412
Deep & Deep Publications, New Delhi	411
Department of Exhibitions & Fairs,	***
Sofia, Bulgaria	301
E.D Galgotia, New Delhi	408, 410
East African Publishing House Ltd.	
Nairobi, Kenya	344

	Numbers
East-West Publications, The Hague,	
Holland	367
Emkay Publications, Delhi	404
English Language Book Society,	
London	316
Feffer & Simons, Inc. New York	325
FEP International, Singapore	405
Foundation for the Communication of	
Culture, New York	335
Ghana National Book Development	
Council, Acura	370
Gordon Woodroffe & Co (Madras),	
Madras	391
Goujishudian (China Publications	
Centie)	313, 314
Gustav Fischer Verlag, West Germany	349
Harper & Row, Publishers, Inc. New	
Delhi	341
Harvard University Press, USA	319
The Harvester Press Ltd , Sussex	317
Henry Kimpton (Publishers) Ltd.	
London	120
Her Majesty's Stationery Office,	210
(HMSO) Indian Institute of World Cultue.	310
Bangalore of work Curtie,	333
Ikatan Penerbit, Indonesia (IKAPI)	331
Institute for the Intellectual Develop-	1/1
ment of Children & Young Adults,	
Tehran, Iran	369
Inter Documentation Company, Swit-	307
zerland	390
International Labour Organisation,	370
New Delhi	376
Jayprints, New Delhi	307
Kenya Laterature Bureau Narrobi,	
Kenya	343
Laichand & Sons, New Delhi	402
Literature House, New Delhi	441
M C Chako, New Delhi	421
The Macmillan Co of India Ltd New	
Delhi	429, 430, 431,
	432, 433, 434
Manımekalaı Prasuram, Madras	419
Map India Bureau	422
Marg Publications, Bombay	340
Maruzen Asia Pte Ltd , Singapore	302
Marwah Publications, New Delhi	424
McGraw Hill Publishing Co , New Delhi	
Media International, Bangalore	348
V/O Mezhdunarodnaya Kniga (Trade	200 201
Representation of the USSR in India)	360, 361

Stand/Stall Numbers Ministry of External Affairs, Damascus 374 N C C Publications, London 320 National Book Development Council, Pakıstan 393 Council of Educational National Research and Training, New Delhi 443 321 National Textbook Co., USA Ndubilo Okeson International Co., Nigeria 428 Neelam Agencies, Agra New Zealand Literary Fund, New Delhi 328 Oberos Books, Distributors, New Delhi 418 Office De Promotion De L'edition Francaise, Books From France 381, 384 Office of the Counseller for Cultural Scientific and Technical Cooperation 387 Open Books Publishing Ltd , London 320 Orient Longman Ltd , New Delhi 312 Oxford & IBH Publishing Co, New 406 Deihi Oxford Book & Stationery Co., New 400 Delh Oxford University Press, New Delhi 309, 309A Penguin Overseas Ltd , England 318 People's Publishing House, New Delhi 358, 359 Pluto Press Ltd . London 317 Pneumatic Controls 339 Prachi Prakashan, New Delhi 414 Radiant Publishers, New Delhi 425 Rajesh K. Agarwala, New Delhi 413 385 Rawat Bookseller, Jaipur Rekha Prakashan, New Delhi 439 Roli Books International, New Delhi 304 Romania 397 S Karger Ag-Basel, Switzerland 351 S K. Industries, Palwal 436 435 Sandeen Prakashan, Delhi Sardana's Art Centre, New Delhi 438 Sarıta Prakashan, Meerut 426 332 Span Magazine Standard Publishers, Dacca 386 Sumeet Book House, New Delhi 420 Tata McGraw Hill Publishing House, 323 New Delhi Toppan & Co. (S) Ptc. Ltd , Singapore 303 US International Communication

Agency Unipresse, France

Bangalore

Lodge of

United Nations Educational Scientific and Cultural Organisation (Unesco)

United

329, 330

383 Theosophists,

334

378

	Stand/Stall
	Numbers
United Nations University, Tokyo	379
University of Baghdad, Iraq	388
University of Dar-es-Salaam, Tan-	
	389
University of Nigeria	365
Vakil & Sons, Bombay	324, 337
Ved Prakash & Sons	427
Verlag Acnne Burda, FRG	350
Vesta Publications Limited, Ontario.	
Canada	342
Wiley Eastern Limited, New Delhi	326, 331
Wiley-Interscience, Inc. New York	336
World Health Organization, New Delh	377
World Intellectual Property Organisa-	
tion, Geneva	364
World Sikh University Press	442
HALL OF INDUSTR	UES
Stali Numbers: 501-	679

Stand|Stall Numbers A-1 Book Company, Delhi 535 A-Von Book Company, Delhi 586 A H Wheeler & Co , New Delhi 524, 525, 526 Abhinay Publications, New Delhi 515 645 Abhishek Publications, Chandigarh Academic Publishers, Calcutta 517 Affiliated East-West Press Pvt Ltd. New Delhi 676 Agam Prakashan, Delhi 533 544 Ajanta Books International, Delhi Allied Publishers Pvt. Ltd., New Delhi 574, 575, 576, 577, 578, 579, 580 Allora Publications, New Delhi 512 Ambika Publications, New Delhi 515 Argus Central Enterprises, New Delhi 602 Arnold-Heinemann Publishers (India) P. Ltd , New Delhi 616 Arya Book Depot, New Delhi 672 Asian Book Market Information 641 Service, New Delhi Asian Publication Services, New Delhi 555 Associated Book Centre, New Delhi

	Numbers
Avadh Prakashan, Agra	545
B D. Kataria & Sons, Ludhiana	642
B I. Publications, New Delhi	527, 528, 529
Bahri Publications Pvt Ltd , New Delh	1 531
Bharat Books and Periodicals, Madras	590
Bharatiya Publishing House, Delhi	669
Bharatiya Vidya Bhavan, Bombay	609
Booksell Agencies, Bombay	596
Bright Careers Institute, Delhi	610
Business Promotion Buseau, Delhi	619
Butala and Co, Baroda	649
C Jamnadas & Co., Bombay	621
Cake Group of Publishers, New Delhi	555
Chaukhamba Sanskrit Series Office,	
Varanası	502
Chaukhambha Orientalia, Varanasi	660
Chetna Publications, New Delhi	555 552
Chugh Publications, Allahabad	595
College Book House, Trivandrum Comford, New Delhi	653
Competition Review Pvt Ltd., New	033
Delhi	519
Concept Publishing Company, New	317
Delhi	626
Current Book House, Bombay	534
Current Technical Literature Co Pvt	
Ltd , Bombay	561, 564
D B Taraporevala Sons & Co Pvt Ltd	,
Bombay	601
D K Publishers' Distributors, New	
Delhi	501
Dev Sahitya Kutir Pvt Ltd , Calcutta	517
Dhanpat Rai & Sons, Delhi	617
Diamond Pocket Books, Delhi	513
The Divine Life Society, Shivananda- nagar	637
The English Book Store, New Delhi	639
Ess Ess Publications, New Delhi	555
Federation of Indian Publishers, New	333
Delhi	510
Federation of Publishers & Booksellers	
Associations in India, New Delhi	643
Frank Bros and Co (Publishers) Pvt	
Ltd , New Delhi	605, 607
General Printers & Publishers, Bombay	543
Hamdard Dawakhana (Wakf), Delhi	569
Heritage Pubishers, New Delhi	516
Higginbothams Ltd , Madras	638
Himalaya Publishing House, Bombay	522
Hand Pocket Books (P) Ltd , Delha	664, 665
Hınd Pustak Bhandar, Deihı	567

Stand/Stall

Stand/Stall Numbers

Hindustan Publishing Corporation,	
Delhi	600
Idarah-1-Adabiyat-1 Delli	658
India Book House, Bombay	538, 539, 540
	540A,505, 507
Indian Bibliographies Bureau, Delhi	647
Indian Book Depot (Map House), Delhi	673
Indian Book Service, New Delhi	613
Indian Documentation Service, New	
Delhi	646
Intellectual Book Corner, New Deihi	606
International Book Distributors, New	
Delhi	603
International Book Distributors, Dehra	
Dun	679
International Book House Pvt Ltd.	
Bombay	608, 611
International Book Traders, Delhi	506
International Business Corporation,	
Bombay	560
Jaico Publishing House, Bombay	572, 581
Jaime Publications, Bombay	550
Jaypee Brothers, Delhi	568
Junior Science Digest, New Delhi	587
Khanna Publishers, Delhi	553
	599
Kıtab Bhayan	555
Kitab Mahal, New Delhi	514
Koh-i-Noor Book Depot, Jullundur	589
Kothari & Sons, Madras	651
Kumar Publications, New Delhi	628
LB Publishers & Distributors Pvt	026
Ltd , New Deihi	573
Light & Life Publishers, New Delhi	594
Lord International, New Delhi	521
Lyall Book Depot, Ludhiana	661, 662
M.C. Sarkar & Sons Pvt Ltd., Calcutta Manohar Publications, New Delhi	
	515
Meenakshi Prakashan, Meerut	532 591
Mehrachand Lachhmandas, New Delhi	
Metropolitan Book Co Pvt Ltd , New	
Delhi Pohlasi and Name	677
Minerva Associates Publications, New	
Deihi	515
Motifal Banarsidass, Delhi	518
Munshiram Manoharial Publishers Pvt	
Ltd , New Delhi	612
Naresh Publishers, New Delhi	541
Narosa Book Distributors, New Delhi	571
Narosa Publishing House, New Delhi	571
National Publishing House, New Delhi	557

Stand/Stall Numbers

Navajivan Publishing House, Ahmeda-	
bad	588
New Book Centre, Calcutta	615
New Heights Technical Educational	
and General Publishers, New Delhi	570
New Light Publishers, New Delhi	598
The New Order Book Co , Ahmedabad	593
New Standard Publications, Delhi Nutan Udyog, New Delhi	644 657
Om Book Service, Delhi	504
Pankaj Publications, New Delhi	530
Parimal Prakashan, Aurangabad	614
Path Publishers, New Delhi	542
People's Publishing House, New Delhi	513
Pitamber Publishing Company, New	311
Delhi	523
Poornimas, New Delhi	650
Populai Prakashan Pvt Ltd , Bombay	551
Prabhu Book Service, Gurgaon	558
Pragati Publications, Delhi	546
Prakash Publishers, Jaipui	674
Prentice-Hall of India Pvt Ltd. New	0.4
Delhi	565, 566
Rajasthan Education Department	537
Rama Brothers, New Delhi	627
Ramesh Publishing House, Delhi	559
Rastogi Publications, Mecrut	655, 656
Ritika Book House, New Delhi	620
Rupa & Co, New Delhi	547, 548, 549
S Chand & Company Ltd , New Delhi	
Sagar Publications, New Delhi	562
Satya Prakashan, New Delhi	554
Scholary Book House, Madras	659
Shankar's Book Agency, Calcutta	671
Shishu Sahitya Samsad Pyt Ltd.	
Calcutta	517
Shree Mahavir Book Depot, Delhi	678
Small Business Publications, Delhi	503
Small Industry Research Institute,	
Delhi	508
Som Raj Puri, Booksellers, Amriisar	667
Somatya Publications Pvt Ltd , Bombay	
Springer-Verlag, Berlin	571
The Standard Literature Company P.	
Ltd , New Delhi	648, 652
Standard Publishers Distributors,	
Delh	583
Sterling Publishers (P) Ltd , New Delhi	520, 520A
The Students' Stores, Delhi	623
Sultan Chand & Sons Publishers. New	556
Delhi	
Suresh and Company, Delhi	584, 585

Stand Stall

Surject Publications, Delhi	536
Taraporevala Publishing Industries P	
Ltd., Bombay	604
Thomson Press (India) Limited, New	
Delhi	622
The Times of India, New Delhi	592
Today & Tomorrow's Printers & Pub-	
lishers, New Delhi	675
Trimurti Publications Private Ltd.,	
New Delhi	509
UBS Publishers' Distributors Ltd.	
New Delhi	630, 631, 632,
	633, 634, 636
UDH Publishers' Distributors, Delhi	582
Universal Book Depot, Gwalior	597
Usha Publications, New Delhi	515
Varma Brothers, New Delhi	
	618
Vikas Publishing House Pvt Ltd.	618
	618 629, 635, 640
Vikas Publishing House Pvt Ltd.	
Vikas Publishing House Pvt Ltd., Ghaziabad	629, 635, 640
Vikas Publishing House Pvt Ltd., Ghaziabad Vision Books Pvt Ltd., Delhi	629, 635, 640
Vikas Publishing House Pvt Ltd., Ghaziabad Vision Books Pvt Ltd., Delhi Voluntary Health Association of India,	629, 635, 640 624

